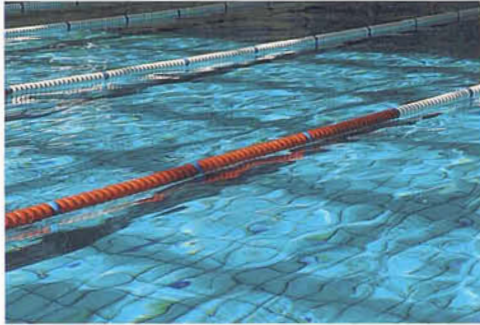


THE ALCATEL PROJECT



GETTING THE INFORMATION GENERATED BY BARCELONA'S OLYMPIC PROJECT TO 3,400 JOURNALISTS FROM ALL OVER THE WORLD INVOLVES AN UNPRECEDENTED OPERATION. THE ALCATEL PROJECT IS THE MOST AMBITIOUS AND COMPREHENSIVE COMMUNICATIONS PROJECT EVER UNDERTAKEN BY ANY OLYMPIC COMMITTEE.

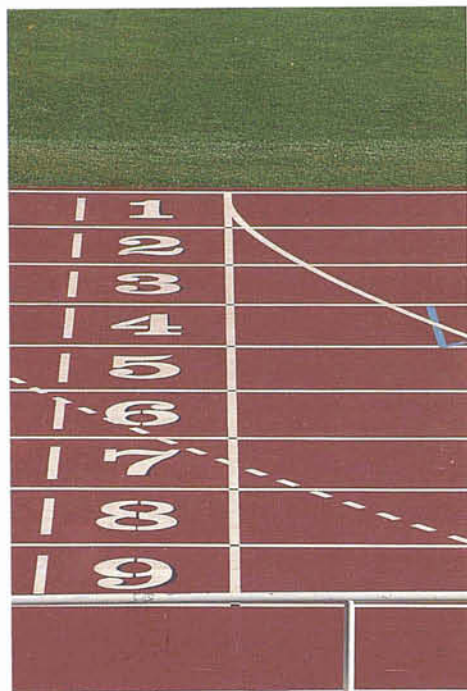
PEDRO PALACIOS HEAD OF PRESS SERVICES COOB'92

Baron Pierre de Coubertain, father of the Olympics, emphasized universality as one of the essential features of the Olympic Games of the Modern Era. Little could this French aristocrat have imagined that the truly universal dimension of the Olympic encounter, as well as coming from the athletes' participation, was to be provided by the communications media. Today the Olympic Games are the social event that arouses most interest amongst the mass media. The Games will far exceed such massive news coverage (5,000 accredited journalists) as

that of the recent Middle East Peace Conference, held with noted success in Madrid. Sport is a modern social phenomenon, capable of congregating more than 3,500 million people to follow the Olympic ceremonies on Montjuïc on television and to consume tons and tons of newsprint in order to follow the life and miracles of their athletes and the emotion of the competition and to share in the sporting successes of their favourites.

The Organising Committee, aware of the requirements of the 11,000 communications professionals accredited for

the coverage of the Barcelona Games, have foreseen and planned an important package of services for the press. So as to carry out their work as well as possible, journalists need rigorous, documented and prompt information. The most important part of this work corresponds to a team of news professionals, belonging to the Press Operations Division directed by Martí Perarnau, with the responsibility of making the Olympic theme of "Citius, altius, fortius" a reality in the field of information. In other words, to do their utmost to ensure that journalists from all over the



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world can carry out their important informative task in the best possible professional conditions.

The COOB'92, aside from the complex informative assistance it will provide for journalists as from 25 July, has established agile channels of information to enable the Olympic news to reach its destination. One of these tools is the "Alcatel Media Project". Through an agreement with our collaborating partner Alcatel, 3,600 small computer terminals have been distributed free of charge amongst the journalists of five continents. Thanks to technology, Barcelona'92 has established a "hotline" providing round-the-clock information—when we in Barcelona go to bed, the journalists in New York are just finishing lunch and those in Tokyo are getting up next day—on everything a journalist needs to report on subjects such as Barcelona, Catalonia and the Olympic movement, amongst others.

The COOB'92 has set up eight data banks, allowing the journalist access to details of our history, culture, climate and personalities. The most important part, obviously, is devoted to the pro-

ject Barcelona'92 and the news the organisational process generates each day. And if the journalist, from Australia or Argentina, wants to enlarge on or complement the information, he sends us a message by electronic mail. Within a few hours he will have a reply.

This project is a novelty, one of the many that Barcelona is offering journalists so as to help them in their task. The idea has been extremely well received by the communications media. This open line between the COOB'92 and the press speaks for the high level of technology our country is capable of offering today, as well as an important campaign in the portrayal of current affairs: informative transparency and public relations activity.

To provide general information on any Olympiad (from Athens 1886 to Seoul 1988, to know the medals won by each athlete; the world and Olympic records standing today, the biographies of the most legendary names of Olympic history, the biographies of the participants at Barcelona'92); to inform on the current reality of the Olympic movement (biographies of the members of the In-

ternational Olympic Committee, details of the sports federations and National Olympic Committee, Organising Committees for the Games at Albertville'92, Lillehammer'94 and Atlanta'96); to enlarge on the information about Barcelona'92 (the budget, the installations, the events, the Olympic building works, the logistics: tickets, catering, medical attendance, transport, accreditation, protocol, volunteers); to disseminate the reality of Barcelona, Catalonia and Spain (our legal system, history, culture, folklore, economy and education),—all this makes the Alcatel Project the most ambitious and comprehensive communications project ever undertaken by any Olympic Committee. Getting the information generated by Barcelona's Olympic project to 3,400 journalists from all over the world involves an unprecedented operation. And, like many other aspects of the project, the COOB'92 takes advantage of the Olympic event to make known the present reality of our country. Thanks to initiatives like Alcatel, the reality of Barcelona and of our country is today better known throughout the world. ■

